Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application, where added material is shown in <u>underlined type</u>, deleted material is shown in ~~strikeout type~~:

Listing of Claims:

1. (Currently Amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a method for generating a creative in an electronically transmissible format <u>on the server-side system based on a creative definition stored in at least one computer readable storage medium</u>, comprising the steps of:

receiving [[a]] <u>the</u> creative definition <u>on the server-side system</u>;

determining <u>on the server-side system</u> if the creative definition is a programmable or non-programmable creative definition;

assembling <u>on the server-side system</u>, if the creative definition is a non-programmable creative, the non-programmable creative; and

executing <u>on the server-side system</u>, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

2. (Original) The method of claim 1 wherein the step of executing the programmable creative definition to generate the creative includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

3. (Original) The method of claim 1 wherein the step of executing the programmable creative definition to generate the creative includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

4. (Original) The method of claim 3 wherein the data is proprietary data.

5. (Original) The method of claim 1 and further including the step of transmitting the creative to a web server for transmission to an end-user.

6. (Original) The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing text within the creative.

7. (Original) The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing an image within the creative.

8. (Original) The method of claim 1 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing a hyperlink within the creative.

9. (Currently amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating a creative on the server-side system in an electronically transmissible format, comprising:

   a processor on the server-side system;

   a memory connected to the processor on the server-side system, the memory storing data and instructions for controlling the operation of the processor;

   the processor operative with the data and control instructions in the memory to perform the steps of

   receiving a creative definition on the server-side system;

   determining, on the server-side system, if the creative definition is a programmable or non-programmable creative definition;

   assembling, if the creative definition is a non-programmable creative, the non-programmable creative on the server-side system; and

   executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative on the server-side system.

10. (Original) The system of claim 9 wherein the step of executing the programmable creative definition to generate the creative includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

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11. (Original) The system of claim 9 wherein the step of executing the programmable creative definition to generate the creative includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

12. (Original) The system of claim 11 wherein the data is proprietary data.

13. (Original) The system of claim 9 and further including the step of transmitting the creative to a web server for transmission to an end-user.

14. (Original) The system of claim 9 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing text within the creative.

15. (Original) The system of claim 9 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing an image within the creative.

16. (Original) The system of claim 9 wherein the step of executing, if the creative definition is a programmable creative, the programmable creative definition to generate the creative includes the step of periodically changing a hyperlink within the creative.

17. (Currently amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating a creative in an electronically transmissible format on the server-side system based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving [[a]] the creative definition on the server-side system;

means for determining on the server-side system if the creative definition is a programmable or non-programmable creative definition;

means for assembling on the server-side system, if the creative definition is a non-programmable creative, the non-programmable creative; and

means for executing on the server-side system, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

18. (Currently amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system and a client-side system communicating through an electronic network for generating a creative on the server-side system in an electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of: receiving a creative definition on the server-side system; determining on the server-side system if the creative definition is a programmable or non-programmable creative definition; assembling on the server-side system, if the creative definition is a non-programmable creative, the non-programmable creative; and executing on the server-side system, if the creative definition is a programmable creative, the programmable creative definition to generate the creative.

19. (Currently amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a method for generating creatives on the server-side system in an electronically transmissible format, comprising the steps of:

storing a first definition for a non-programmable creative in at least one computer readable storage medium on the server-side system;

storing a second definition for a programmable creative including a program for generating the programmable creative in at least one computer readable storage medium on the server-side system;

executing the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

executing the second definition to generate a programmable creative on the server-side system;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative to a viewer on the client-side system;

selecting, by an advertising system on the server-side system responsive to the request, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative to ~~the~~ a

viewer <u>on the client-side system</u>.

20. (Original) The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically executing the second definition to generate an updated programmable creative.

21. (Original) The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of retrieving, responsive to the program, data from the server-side system for inclusion in the programmable creative.

22. (Original) The method of claim 19 and further including the step of transmitting the selected programmable creative or non-programmable creative to a web server for transmission to the viewer.

23. (Original) The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing text within the programmable creative.

24. (Original) The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing an image within the programmable creative.

25. (Original) The method of claim 19 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing a hyperlink within the programmable creative.

26. (Currently amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating creatives <u>on the server-side system</u> in an electronically transmissible format, comprising:

    a processor;

a memory connected to the processor, the memory storing data and instructions for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the steps of storing a first definition for a non-programmable creative;

storing a second definition for a programmable creative including a program for generating the programmable creative on the server-side system;

executing the first definition to generate a non-programmable creative on the server-side system;

storing the non-programmable creative on the server-side system;

executing the second definition to generate a programmable creative on the server-side system;

storing the programmable creative on the server-side system;

receiving a request to transmit a creative on the server-side system to a viewer on the client-side system;

selecting, by an advertising system on the server-side system responsive to the request, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative to the viewer on the client-side system.

27. (Original) The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically executing the second definition to generate an updated programmable creative.

28. (Original) The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of retrieving, responsive to the program, data from the server-side system for inclusion in the programmable creative.

29. (Original) The system of claim 26 and further including the step of transmitting the selected programmable creative or non-programmable creative to a web server for transmission to the viewer.

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30. (Original) The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing text within the programmable creative.

31. (Original) The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing an image within the programmable creative.

32. (Original) The system of claim 26 wherein the step of executing the second definition to generate a programmable creative includes the step of periodically changing a hyperlink within the programmable creative.

33. (Currently amended) In a system comprising a server-side system and a client-side system communicating through an electronic network, a system for generating creatives on the server-side system in an electronically transmissible format based on at least one creative definition stored in at least one computer readable storage medium, comprising:

    means for storing a first definition for a non-programmable creative on the server-side system;

    means for storing a second definition for a programmable creative including a program for generating the programmable creative on the server-side system;

    means for executing the first definition to generate a non-programmable creative on the server-side system;

    means for storing the non-programmable creative on the server-side system;

    means for executing the second definition to generate a programmable creative on the server-side system;

    means for storing the programmable creative on the server-side system;

    means for receiving a request to transmit a creative on the server-side system to a viewer on the client-side system;

    means for selecting, by an advertising system on the server-side system responsive to the request, the programmable creative or the non-programmable creative; and

    means for transmitting the selected programmable creative or non-programmable creative to

the viewer <u>on the client-side system</u>.

34. (Currently amended) A program product storing instructions operable on a computer, the instructions operable in a system comprising a server-side system and a client-side system communicating through an electronic network for generating a creative <u>on the server-side system</u> in an electronically transmissible format <u>based on at least one creative definition stored in at least one computer readable storage medium</u>, the program product storing instructions operable on the computer to perform the steps of:

storing a first definition for a non-programmable creative <u>on the server-side system</u>;

storing a second definition for a programmable creative including a program for generating the programmable creative <u>on the server-side system</u>;

executing <u>on the server-side system</u> the first definition to generate a non-programmable creative;

storing the non-programmable creative <u>on the server-side system</u>;

executing <u>on the server-side system</u> the second definition to generate a programmable creative;

storing the programmable creative <u>on the server-side system</u>;

receiving a request to transmit a creative <u>on the server-side system</u> to a viewer <u>on the client-side system</u>;

selecting, by an advertising system <u>on the server-side system</u> responsive to the request, the programmable creative or the non-programmable creative; and

transmitting the selected programmable creative or non-programmable creative to the viewer <u>on the client-side system</u>.

35. (Currently amended) A method for generating creatives <u>on a server-side system</u> in an electronically transmissible format, comprising the steps of:

receiving a creative definition <u>on the server-side system</u>;

determining <u>on the server-side system</u> if the creative definition is for a programmable or a non-programmable creative;

generating <u>on the server-side system</u>, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

generating <u>on the server-side system,</u> if the request is for a programmable creative, a programmable creative using the creative definition.

36. (Original) The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

37. (Original) The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

38. (Original) The method of claim 37 wherein the data is proprietary data.

39. (Original) The method of claim 35 and further including the step of transmitting the creative to a web server for transmission to an end-user.

40. (Original) The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing text within the creative.

41. (Original) The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing an image within the creative.

42. (Original) The method of claim 35 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing a hyperlink within the creative.

43. (Currently amended) A system for generating creatives <u>on a server-side system</u> in an electronically transmissible format, comprising:

a processor <u>on the server-side system;</u>

a memory connected to the processor <u>on the server-side system,</u> the memory storing data and instructions for controlling the operation of the processor;

the processor operative with the data and control instructions in the memory to perform the steps of

receiving a creative definition;

determining if the creative definition is for a programmable or a non-programmable creative;

generating, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

generating, if the request is for a programmable creative, a programmable creative using the creative definition.

44. (Original) The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically executing the programmable creative definition responsive to a request generated by an advertising system.

45. (Original) The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of retrieving, responsive to the programmable creative definition, data from the server-side system.

46. (Original) The system of claim 45 wherein the data is proprietary data.

47. (Original) The system of claim 43 and further including the step of transmitting the creative to a web server for transmission to an end-user.

48. (Original) The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing text within the creative.

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49. The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing an image within the creative.

50. (Original) The system of claim 43 wherein the step of generating, if the request is for a programmable creative, a programmable creative using the creative definition includes the step of periodically changing a hyperlink within the creative.

51. (Currently amended) A system for generating creatives on a server-side system in an electronically transmissible format based on a creative definition stored in at least one computer readable storage medium, comprising:

means for receiving [[a]] the creative definition on the server-side system;

means for determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

means for generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

means for generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition.

52. (Currently amended) A program product storing instructions operable on a computer, the instructions operable in a computer for generating creatives on a server-side system in an electronically transmissible format, the program product storing instructions operable on the computer to perform the steps of:

receiving a creative definition on the server-side system;

determining on the server-side system if the creative definition is for a programmable or a non-programmable creative;

generating on the server-side system, if the creative request is for a non-programmable creative, a non-programmable creative using the creative definition; and

generating on the server-side system, if the request is for a programmable creative, a programmable creative using the creative definition.